



Issues Report

Fourth Quarter 2010

WOOD TV8- Grand Rapids, MI:

WOOD TV8- Grand Rapids, MI

WOGC-CA- Grand Rapids, MI

Description of programming providing the most significant
treatment of community issues

WOOD TV8 Quarterly Issues Report

October - December 2010

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at Noon	Monday – Friday	12:00 - 1:00 P.M.
• 24 Hour News 8 at 5:00	Monday – Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday – Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at Daybreak	Saturday and Sunday	6:00 – 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday	6:00 – 6:30 P.M.
• 24 Hour News 8 at 6:00	Sunday	6:00 – 7:00 P.M.
• 24 Hour News 8 at 11:00	Monday – Friday	11:00 - 11:35 P.M.
• 24 Hour News 8 at 11:00	Saturday and Sunday	11:00 - 11:30 P.M.
• Maranda Where You Live	Saturday	6:30 – 7:00 P.M.
• eightWest	Monday – Friday	11:00 A.M. – 12 NOON

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

“eightWest” is a locally produced daily one hour program featuring everything West Michigan.

WOOD TV8 is simulcast in it entirely on WOGC-CA, Grand Rapids, MI.

- NBC Nightly News Monday – Friday 6:30 - 7:00 P.M.

This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

- TODAY Monday – Friday 7:00 - 11:00 A.M.

- TODAY Saturday 8:00 - 10:00 A.M.
- TODAY Sunday 8:00 - 9:00 A.M.

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- Dateline NBC Friday 9:00 - 11:00 P.M.

This NBC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Public Service Campaign
Date Aired: October 1, 2010 - December 18, 2010
Length: :30
Summary: Public Service Announcement highlighting the work of Recreation Reaps Rewards, an afterschool program that promotes academics by using volunteers to assist with homework help, as well as providing a free meal and various social activities.

2. Program: Maranda Where You Live
Date Aired: Saturday, Oct. 2, 2010
Length: 2:30
Summary: ArtPrize is the world's largest art competition and took place for the second year in a row in Grand Rapids. We talked with event founder, Rick DeVos, and he talked about ways to incorporate education into a visit downtown. He talked about the benefits of exposing your kids to art at a young age, what it teaches them, etc.

3. Program: 24 Hour News 8 @ 11pm
Date Aired: October 4, 2010
Length: :45
Summary: City High Middle School given International Baccalaureate designation.

4. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 5, 2010
Length: :45
Summary: City High Middle School given International Baccalaureate designation.

5. Program: 24 Hour News 8 @ Noon
Date Aired: October 6, 2010

Length: :32
Summary: GVSU ANNOUNCEMENT - More growth for downtown Grand Rapids and Grand Valley State University.

6. Program: 24 Hour News 8 @ 5pm
Date Aired: October 18, 2010
Length: 1:25
Summary: MSU BCS Standings -- MSU moving up the ranks after going 7-0.

7. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 19, 2010
Length: :39
Summary: GVSU Pres Books -- three GVSU presidents past and present gathered to sign a book commemorating the university's 50th anniversary.

8. Program: 24 Hour News 8 @ 6pm
Date Aired: October 20, 2010
Length: 1:16
Summary: Bullying Awareness -- students participating in bullying awareness day.

9. Program: Maranda Where You Live
Date Aired: Saturday, November 6, 2010
Length: 30 minutes
Summary: Our entire half hour show focused on the Cranbrook Institute of Science located in Bloomfield Hills, Michigan. This science museum is a great teaching tool for kids. They have exhibits ranging from dinosaurs to geology and it is the perfect place to bring children on a fieldtrip.

10. Program: 24 Hour News 8 @ 6pm
Date Aired: November 10, 2010
Length: 1:29
Summary: Kalamazoo Promise Anniversary -- tracking the impact of the Kalamazoo Promise five years later.

11. Program: 24 Hour News 8 @ Daybreak
Date Aired: November 15, 2010

Length: :37
Summary: Grand Valley State University Schools -- GVSU teaming with schools to get math and science teachers -- :37.

12. Program: 24 Hour News 8 @ 5pm
Date Aired: November 17, 2010
Length: 1:45
Summary: Union High School future -- GRPS may appeal state takeover of school because the district didn't meet deadline.

13. Program: Maranda Where You Live
Date Aired: Saturday, November 20, 2010
Length: 2:00
Summary: When it comes to buying Christmas presents for kids many parents just by the hottest item. But, there are certain educational elements that parents should be looking for. We hit up a local toy store along with a doctor who explained what toys are best for childhood development.

14. Program: 24 Hour News 8 @ 11pm
Date Aired: December 6, 2010
Length: 2:08
Summary: Grand Rapids Public Schools Meeting - Teachers and district debating contract changes required by law for underperforming schools.

15. Program: Maranda Where You Live
Date Aired: Saturday, December 11, 2010
Length: 1:30
Summary: Meijer and the Grand Rapids Community Foundation gave out over \$90,000 to three schools in the Grand Rapids area. Each school was evaluated and awarded for top performance in academics, teachers, parental involvement, etc.

16. Program: 24 Hour News 8 @ 5pm
Date Aired: December 21, 2010
Length: 3:00

Summary: Student Loans Xtalk -- student loans are the new big debt (includes live interview).

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Public Service Campaign
Date Aired: October 1, 2010 - October 6, 2010
Length: :30
Summary: PSA Campaign encouraging the community to attend a free healthy living seminar to hear a doctor address common shoulder problems and how to prevent & treat them.

2. Program: 24 Hour News 8 @5pm
Date Aired: October 14, 2010
Length: 3:30
Summary: Belding Healthy Kids -- school picked for pilot program for Michigan schools to have healthier food choices.

3. Program: 24 Hour News 8 @ 5pm
Date Aired: October 14, 2010
Length: 3:25
Summary: Backpack Pain -- more kids reporting pain from weight of overloaded backpacks.

4. Program: Maranda Where You Live
Date Aired: Saturday, October 16, 2010
Length: 3:00
Summary: Fall sports are the perfect place for tailgating parties. Meijer nutritionist Shari Steinbach showed us some healthy tailgating treats that were simple to make and take on the road.

5. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 18, 2010
Length: 3:30
Summary: CPR Guidelines -- American Heart Association revising its guidelines to concentrate on compressions.

6. Program: Public Service Campaign
Date Aired: October 20, 2010 – November 10, 2010
Length: :30
Summary: PSA Campaign encouraging those with diabetes to ask a specialist about various treatments and what they can do to stay healthy.
7. Program: Maranda Where You Live
Date Aired: Saturday, October 23, 2010
Length: 2:00
Summary: Kids love Halloween because of all the candy they get. We talked with a nutritionist from a local children's obesity clinic who gave parents advice on limiting candy and helping children make better choices when it comes to sweets.
8. Program: 24 Hour News 8 @ Noon
Date Aired: October 29, 2010
Length: 1:21
Summary: New Year's Now -- how to avoid holiday weight gain.
9. Program: Public Service Campaign
Date Aired: November 9, 2010 – November 29, 2010
Length: :30
Summary: PSA Campaign encouraging women to talk to various gynecologists before picking one. Emphasizing the fact every woman has different health & wellness issues and should look of a doctor that specializes in her individual need.
10. Program: 24 Hour News 8 @ 11pm
Date Aired: November 10, 2010
Length: :58
Summary: Tobacco Warnings -- FDA rolling out graphic new warnings for cigarette packs.
11. Program: 24 Hour News 8 @ 5pm
Date Aired: November 17, 2010
Length: 3:30
Summary: Preemies Report -- premature birth rates are dropping, but are still high. Includes live interview.

12. Program: 24 Hour News 8 @ 11pm
Date Aired: November 17, 2010
Length: :40
Summary: Alcoholic Energy Drink -- feds effectively banned alcoholic energy drink.

13. Program: 24 Hour News 8 @ 5pm
Date Aired: November 23, 2010
Length: 3:03
Summary: Prescription Shortage -- there is a shortage of certain prescriptions.

14. Program: 24 Hour News 8 @6pm
Date Aired: November 26, 2010
Length: :36
Summary: Secondhand Smoke -- passive smoking leads to more than 600,000 deaths worldwide each year.

15. Program: 24 Hour News 8 @ 11pm
Date Aired: November 30, 2010
Length: 2:00
Summary: Heart Transplant -- Spectrum Health did its first heart transplant.

16. Program: 24 Hour News 8 @6pm
Date Aired: December 1, 2010
Length: 1:04
Summary: Organ Donations -- local family raising awareness for need of organ donation.

17. Program: 24 Hour News 8 @ 6pm
Date Aired: December 6, 2010
Length: 1:37
Summary: Heart Transplant -- spoke with wife of man who donated his heart in first Grand Rapids heart transplant.

18. Program: 24 Hour News 8 @ Daybreak
Date Aired: December 8, 2010
Length: :29
Summary: Oil Spill Health -- report on how many people became ill from Kzoo River oil spill.

19. Program: Maranda Where You Live
Date Aired: Saturday, December 11, 2010
Length: 2:00
Summary: The secretaries at Orchard View Elementary in Grand Rapids do much more than their required job description. They also help care for the diabetes students at their school. Through out the day they monitor the children's blood sugar levels and administer insulin shots.

20. Program: 24 Hour News 8 @ Noon
Date Aired: December 14, 2010
Length: 2:45
Summary: Cold Weather Health -- How dangerous is the cold weather.

21. Program: 24 Hour News 8 @ 5pm
Date Aired: December 17, 2010
Length: 2:30
Summary: Kids & Colds -- parents confused about FDA recommendations on cough & cold medicine.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Public Service Campaign
Date Aired: October 1, 2010 - December 31, 2010
Length: :30
Summary: Public Service Announcement highlighting the community service efforts of the Women's Resource Center, a local organization dedicated to improving the way of life for women facing personal and financial difficulties.

2. Program: 24 Hour News 8 Daybreak
Date Aired: October 4, 2010
Length: 1:00
Summary: WOOD TV8's Eva Aguirre Cooper talks about the start of the Salvation Army Angel Tree campaign and how business and organizations can volunteer as drop off sites and collect toys for underprivileged children throughout the duration of the campaign.

3. Program: 24 Hour News 8 @ Noon
Date Aired: October 5, 2010
Length: 1:37
Summary: Amway donating hygiene supplies to GRPS schools.

4. Program: 24 Hour News 8 at 5:00
Date Aired: October 15, 2010
Length: 1:55
Summary: Eva Aguirre Cooper takes a look inside the brand new Salvation Army Kroc Center. A community center built to enhance the community at an affordable cost, even offering scholarships for those who cannot afford the services. It offers after school programs, a fitness center, parks, and more. The key initiatives are to enhance the social skills, decrease the language barrier, and encourage fitness and more.

5. Program: Maranda Where You Live
Date Aired: Saturday, October 16, 2010
Length: 2:30
Summary: Hope College Men's Soccer Team recently held a "purple game" to raise money for the Van Andel Institute. All proceeds raised at the game went to fund cancer research at the institute. Students sold t-shirts, jerseys, purple concessions and more.

6. Program: 24 Hour News 8 @ Noon
Date Aired: October 22, 2010
Length: :37
Summary: Salvation Army Center Opening -- events this weekend for grand opening of community center.

7. Program: 24 Hour News 8 @ 5pm
Date Aired: November 12, 2010
Length: 1:13
Summary: Angel Tree-Red Kettle -- holiday donation programs kicked off today.

8. Program: 24 Hour News 8 @ 5pm
Date Aired: November 15, 2010
Length: :16
Summary: Goodwill Recycling -- people encouraged to drop off electronics as part of America Recycles Day.

9. Program: Public Service Campaign
Date Aired: November 15, 2010 - December 31, 2010
Length: :30
Summary: Public Service Announcement highlighting the service efforts of The Ark, a program designed help troubled and at risk youth turn their lives around academically and socially.

10. Program: 24 Hour News 8 @ 5pm
Date Aired: November 18, 2010
Length: 2:06
Summary: Holiday Assistance -- ways to find financial help for the

holidays.

11. Program: 24 Hour News 8 at 5:00
Date Aired: December 2, 2010
Length: 1:39
Summary: Eva Aguirre Cooper highlights the Salvation Army of Battle Creek Michigan, which provides various services for its local community, including food assistance, help with utility bills, winter clothing and gifts for under privileged families for the holidays. Also encouraging those who are able to donate to the Red Kettle which funds the Salvation Army's volunteer efforts throughout the year.
12. Program: 24 Hour News 8 at 5:00
Date Aired: December 9, 2010
Length: 2:03
Summary: Eva Aguirre Cooper highlights the Salvation Army of Muskegon Michigan, one of the hardest hit cities. It provides various services for its local community, including food assistance, help with utility bills, winter clothing and gifts for under privileged families for the holidays. Also encouraging those who are able to donate to the Red Kettle which funds the Salvation Army's volunteer efforts throughout the year.
13. Program: 24 Hour News 8 at 5:00
Date Aired: December 10, 2010
Length: 1:52
Summary: A Kent County food pantry says it had six-thousand families sign up for a holiday food basket this year, but there's just not enough to go around. Eva Aguirre Cooper talked to those pantries to see what the community could do to answer that call for help.
14. Program: Maranda Where You Live
Date Aired: Saturday, December 11, 2010
Length: 2:00
Summary: Students at Burton Middle School in Grand Rapids hosted a food drive to collect canned goods for the local mission. This

school is located in an urban environment and many students live at poverty level. These kids felt that even though they didn't have much, they still needed to help others who were less fortunate.

15. Program: Maranda Where You Live
Date Aired: Saturday, December 11, 2010
Length: 2:30
Summary: Ellen Smucker created an organization called Hats Off to Service Members. She collects items and makes soldier gift bags for men and women in the service. Upon their return home she greets them at the airport and gives them the bags as a thank-you for their service.
16. Program: Maranda Where You Live
Date Aired: Saturday, December 18, 2010
Length: 2:30
Summary: Children at Century Park Learning Center in Grandville participated in the Macy's / Make-A-Wish Foundation letter writing campaign. The kids at the school wrote over 600 letters to Santa, which helped raise money for the Make-A-Wish Foundation of Michigan, which grants wishes to terminally ill children.
17. Program: 24 Hour News 8 at 5:00
Date Aired: December 24, 2010
Length: 1:59
Summary: Eva Aguirre Cooper highlights the Salvation Army of the Greater Grand Rapids area and all of the volunteer and community service efforts they did for the Angel Tree Campaign and throughout the Holiday Season. She also spoke with the Salvation Army Major to encourage those who can to donate and help the Salvation Army reach their Red Kettle goal in order to fund their 2011 volunteer efforts.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Public Service Campaign
Date Aired: October 1, 2010 - December 31, 2010
Length: :30
Summary: PSA addressing the dangers of distracted driving & encouraging teens not to texting while in the car.

2. Program: Public Service Campaign
Date Aired: October 1, 2010 - December 31, 2010
Length: :30
Summary: Public Service Campaign addressing the dangers of teens being harassed via text messaging, also known as “textual harassment.” And encouraging young women to seek out help if the harassment goes too far or even becomes sexual.

3. Program: 24 Hour News 8 @ Noon
Date Aired: October 1, 2010
Length: :29
Summary: BMW Recall -- BMW recalling cars and considering recalling others because of power braking system leaks.

4. Program: 24 Hour news 8 @ Noon
Date Aired: October 5, 2010
Length: 1:10
Summary: Car Safety Ratings - New ways for cars to be rated.

5. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 5, 2010
Length: 2:50
Summary: Haunted House Fire Safety shutdown popular haunted house.

6. Program: 24 Hour News 8 @ Noon
Date Aired: October 15, 2010
Length: :23
Summary: General Motors Impala Recall – General Motors recalling some

Impalas for seat belt issue.

7. Program: Maranda Where You Live
Date Aired: Saturday, October 16, 2010
Length: 2:00
Summary: Sports injuries are common on kids, especially when it comes to football. We talked with an emergency room doctor from Helen DeVos Children's Hospital who gave viewers advice on keeping your kids safe when playing the sport, signs to look for in a concussion, etc.

8. Program: 24 Hour News 8 @ 5pm
Date Aired: October 19, 2010
Length: 3:04
Summary: National Football League Suspensions -- NFL says it will suspend players for hard hits.

9. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 20, 2010
Length: :53
Summary: Stroller Recall -- CPSC recalling Graco strollers after four infant deaths.

10. Program: 24 Hour News 8 @ 5pm
Date Aired: October 22, 2010
Length: :29
Summary: Produce Recall -- FDA is considering expanding recall of contaminated celery.

11. Program: News 8 @ 5pm
Date Aired: October 28, 2010
Length: :20
Summary: Meijer Recall -- Meijer recalling infant shoes for choking hazard.

12. Program: 24 Hour News 8 @ 6pm
Date Aired: November 8, 2010
Length: :25
Summary: Oil Boil Water -- boil water advisory lifted from Enbridge oil

spill.

13. Program: 24 Hour News 8 @ 6pm
Date Aired: November 17, 2010
Length: 2:20
Summary: Wood Stove Fire -- man's wood stove started fire. How are they unsafe?

14. Program: 24 Hour News 8 @ 6pm
Date Aired: November 24, 2010
Length: 1:35
Summary: Turkey Fryer Fire -- how not to burn your house down frying a turkey.

15. Program: 24 Hour News 8 @ 5pm
Date Aired: November 30, 2010
Length: :33
Summary: Congress Food Safety -- Senate passed bill to give FDA more authority.

16. Program: 24 Hour News 8 @ Noon
Date Aired: December 15, 2010
Length: :52
Summary: Drop-Side Crib Ban -- CPSC banned all manufacture and sale of drop-side cribs.

17. Program: 24 Hour News 8 @5pm
Date Aired: December 16, 2010
Length: 2:06
Summary: Sledding Dangers -- sledding can be dangerous.

18. Program: Maranda Where You Live
Date Aired: Saturday, December 18, 2010
Length: 1:00
Summary: During the holidays many people use lights, candles and space heaters in their home. These are all fire hazards and can be

dangerous if left unsupervised. We brought in an expert to talk about precautions people need to remember in order to be safe during the holidays.

19. Program: Public Service Campaign
Date Aired: December 26, 2010 - December 31, 2010
Length: :30
Summary: Public Service Campaign called Project Roadblock addressing the dangers of "buzzed" driving, encouraging people not to drive even if they do not feel "drunk".